Table of Contents

ACKNOWLEDGEMENT vii

PREFACE ix

CONFERENCE PROGRAM xix

Part One

OVERVIEW

1. *Taking the Mystery Out of Marketing* 3
DONALD C. BURNHAM

2. *The Stake of U. S. Business in the Voluntary Balance of Payments Program* 12
ALBERT L. NICKERSON

3. *New Trends in Economic Policy* 18
GARDNER ACKLEY

Part Two

THE PAST FIFTY YEARS—
MARKETING INNOVATIONS

4. *A Tribute to Past Presidents* 31
DONALD M. HOBART

5. *Marketing Innovations: Inventions, Techniques, Institutions* 35
PAUL D. CONVERSE

6. *Innovation in Marketing Research* 42
ALBERT B. BLANKENSHIP

7. *Marketing Innovations and the Problem Solver* 53
WROE ALDERSON

XUM

Part Three
MARKETING FROM THE CORPORATE VIEWPOINT

A. What Chief Executives Expect from Marketing

8. *Top Management's Demands on the Marketing Function—An Overall Appraisal* 65
JOHN R. SARGENT

9. *Developing a Marketing Plan* 80
EVERETT C. HORNE

10. *What Top Management Should Expect from the Advertising—Marketing Marriage* 88
DAVID C. STEWART

B. New Directions in Plotting Marketing Strategy

11. *Marketing Vision* 99
LEE ADLER

12. *Diversification as a Marketing Strategy* 108
ROSS R. MILLHISER
F. HARRISON POOLE

13. *Pragmatic Marketing* 116
PAUL R. FREYD

14. *Marketing Strategy in the Development of International Business* 123
RICHARD H. HOLTON

C. Building and Measuring the Corporate Image

15. *Building the Image—An Essential Marketing Stratagem* 133
M. S. HEIDINGSFIELD

16. *Behavioral Sciences as Related to Image-Building* 145
BURLEIGH B. GARDNER

17. *Building the New Image at Eastern* 151
GEORGE S. GORDON

XUM

D. The Use and Abuse of Consultants

18. *Marketing Research and the Consultant* 161
WILLIAM J. McBURNEY, JR.

19. *Economic Forecasting and the Consultant* 173
ARTHUR O. DAHLBERG

20. *Long-Range Planning and the Consultant* 185
ROBERT W. SMITH

Part Four

CRITICAL ELEMENTS IN THE MARKETING STRATEGY

A. Marketing Communications

21. *Steering the Course by Research* 191
CHARLES K. RAMOND

22. *The Dynamic Strategy* 200
CYRIL FREEMAN

23. *The Future's Most Basic Need* 204
JOHN B. HUNTER, JR.

B. Packaging Management

24. *Management's Attitudes on Packaging* 214
LEWIS J. HAYHURST

25. *Design for Management or Marketing?* 221
CHARLES R. PATTON

26. *Total Brand Identification Through Packaging* 228
CHARLES W. LINCOLN

27. *Packaging Materials: Commodity or Creativity?* 231
EDWARD F. BURKE

C. Store Location Strategy

28. *An Evaluation of Current Store Location Research* 243
ALFRED EISENPREIS

29. *Little Considered Aspects of Retail Site Selection* 251
HOWARD L. GREEN

30. *The Company Image and Supermarket Site Research* 256
JOHN S. THOMPSON

XUM

31. *Locational Strategies for Branch Department Stores* 262
HAROLD R. IMUS

32. *The Use of Credit Accounts and Computers in Determining Store Trading Areas* 271
MANUEL D. PLOTKIN

33. *Chain Store Location Strategy and the Profit S-Curve* 283
WILLIAM APPLEBAUM

Part Five

NEW DEVELOPMENTS IN MARKETING RESEARCH

A. New Directions in Marketing Research

34. *New Dimensions in Analyses of Brand Switching* 297
ALFRED A. KUEHN
ALBERT C. ROHLOFF

35. *New Insights into Attitude Measurement* 309
RUSSELL I. HALEY

B. Advertising Research — DAGMAR Revisited

36. *DAGMAR—What's Wrong with Her Measurements* 333
SEYMOUR SMITH

37. *DAGMAR in Work Clothes* 340
ROBERT L. HARTFORD

38. *DAGMAR's Legs* 349
JOSEPH E. BACHELDER

39. *Measuring the Effects of Communications* 354
SIM KOLLINER

C. The Interviewing Process — A Critical Examination

40. *Respondent—Interviewer Interaction* 361
FLOYD J. FOWLER, JR.

41. *What Makes A Good Interviewer?* 369
SEYMOUR SUDMAN

42. *Reliability or Validity?* 390
STANLEY L. PAYNE

D. Psychology in Media Research

43. *The Perception of an Advertising Communication* 397
WILLIAM T. MORAN

44. *Perceptual and Cognitive Conflicts* 404
WILLIAM H. ITTELSON

45. *Some Remarks on Perception and the Individual Communication* 408
RAYMOND A. BAUER

46. *The Cumulative Effects of an Advertising Schedule* 416
WALTER WEISS

47. *Psychology, Computers, and Media Research* 423
LEO BOGART

E. The Application of Attitude Research

48. *A Basic Framework for the Analysis of Exploratory Attitude Research* 431
B. STUART TOLLEY

49. *Attitude Research—A Key to Product Development* 442
SEYMOUR MARSHAK

50. *The Use of Public Opinion Polls in Corporate Planning* 451
RICHARD MAISEL

51. *Naturalistic Observation in Marketing Research* 457
WILLIAM D. WELLS

F. Using the New Tools to Improve Decision Making

52. *What DEMON Means to Business Management* 469
THOMAS C. DILLON

53. *Plans, Profits, and the Marketing Program* 473
JAMES K. DeVOE

54. *DEMON New Product Planning: A Case History* 489
DAVID B. LEARNER

55. *Data, Modelling, and Decisions* 509
A. CHARNES
W. W. COOPER

56. *The Future Role of Management Science in Pharmaceutical Marketing* 518
PAUL E. GREEN

XUM

Part Six

THE CHALLENGE OF INTERNATIONAL MARKETS

A. International Marketing Research

57. *Researching European Markets* 531
MARK ABRAMS

58. *Researching Latin America* 538
GEORGE M. GAITHER

59. *Marketing Research in Japan* 548
MINORU MAKITA

60. *Researching Foreign Market Potentials—Influence of Local Habits and Attitudes* 559
ERIK G. KRISTOFFERSEN

61. *Multi-Country Research Costs are Not Multiplicative* 565
LUCY L. WEBSTER

62. *America and the Rest—Some Comparisons* 573
A.S.C. EHRENBERG

63. *European Users' Views of Marketing Research* 584
J. COSTANTINO DRAGAN

B. Managing the International Marketing Program

64. *You Need Some Magic in Your Marketing* 589
THOMAS A. REYNOLDS

65. *Structuring Effective Marketing Programs in Western Europe* 597
CO deKONING

66. *Marketing Trends in Japan* 604
SENRI SHIMAZAKI

67. *How to Tackle the Problems of Multi-National Marketing in Europe* 611
A. GRAEME CRANCH

Part Seven

INDUSTRIAL MARKETING AND MARKETING RESEARCH

68. *Rationalization of the Industrial Purchasing Process* 621
ALFRED N. WATSON

69. *Changes in Industrial Buying Habits* 629
DUNCAN S. GREGG

70. *How to be Customer-Oriented, When the Customer Is a Computer* 640
MARSHALL C. LEWIS

71. *The Vital Area of Persuasion Systems* 648
NEAL SCHENET

72. *The Role of Management: Policy and Direction* 657
JOHN B. BOWMAN

73. *Sales Management's Finest Hour* 667
JAMES H. SAUER

74. *Look First, Then Leap* 674
R. KENNETH SMITH, JR.

75. *Marketing's Role in Developing the Product* 682
HARRISON M. RAINIE, JR.

76. *The Utilization of the Marketing Concept in German Industry* 693
HERBERT GROSS

77. *How Marketing Is Changing the Selling Approach in the U. K.* 700
J. G. P. JAMIESON

78. *Report of the Task Force on the Fundamental Differences between Industrial & Consumer Marketing* 716
GERALD E. NISTAL

Part Eight

MARKETING IN SPECIFIC INDUSTRIES

A. Financial Services

79. *The Savings and Loan View* 723
E. M. MORTLOCK

80. *Marketing in Commercial Banks* 729
H. FREDERICK HAGEMANN, JR.

81. *What Management in the Securities Industry Looks for from Its Marketing Division* 734
ROBERT C. HALL

XUM

B. Farm Equipment and Supplies

82. *The Changing Shape of Agriculture—The Nation's Biggest Business* 743
RICHARD J. BABCOCK

83. *Bold Action Coupled with Bolt-Action* 753
R. W. ENGLE

84. *Marketers' Reactions: Feed* 761
CLARENCE L. WHITWORTH

C. Grocery Products

85. *A Touch of Magic* 773
KENNETH E. RUNYON

86. *A Critique of Marketing Planning from the Viewpoint of the Retailer* 780
DONALD A. GANNON

Author Index 785

SPECIAL SUPPLEMENT:
DEFENSE/SPACE MARKETING

PREFACE

A. New Research in Defense/Space Marketing Techniques

D1. *A Model for Marketing and Pricing Under Competitive Bidding* S-9
KENNETH SIMMONDS

D2. *Marketing Organizations in the Defense/Space Industry* S-23
HAROLD A. SHERMAN

D3. *The Marketing Profile of the Defense Contractor* S-38
PHILLIP L. OSTER

D4. *Management Surveys: A New Department of Defense—A New Management Technique* S-54
GEORGE KENNEDY

D5. *Practice and Theory in Negotiation: A Conceptual Model for Negotiation* S-85
JOHN KENNEDY

B. Managing Sales Programs for R & D Systems and High Technology Products

D6. *Establishing Meaningful Sales Goals Under Uncertain Market Conditions* S-107
JOHN M. AULT

D7. *Developing and Executing Marketing Strategy When the Selling Effort Involves the Total Company* S-112
A. E. WASSERMAN

D8. *Corporate Review and Management of Divisional Sales Campaigns* S-119
LAWRENCE J. STRAW

C. Motivating and Managing the Field Salesman

D9. *Incentive Plans and Motivation* S-141
W. J. REED

D10. *Sales Management and Motivation* S-145
J. H. SHAFFER

D11. *Career Paths: A Tool for Motivating Field Salesmen* S-151
JACK D. KOSER

D12. *Motivating and Managing the Field Salesman* S-160
N. P. HAYS

D. The Marketing Concept for High Technology Products

D13. *The Marketing of High Technology Products: Historical Perspective and Implications* S-169
VICTOR W. McMAHILL, JR.

D14. *Marketing a High Technology Product* S-183
ANDREW J. KOMPANEK, JR.

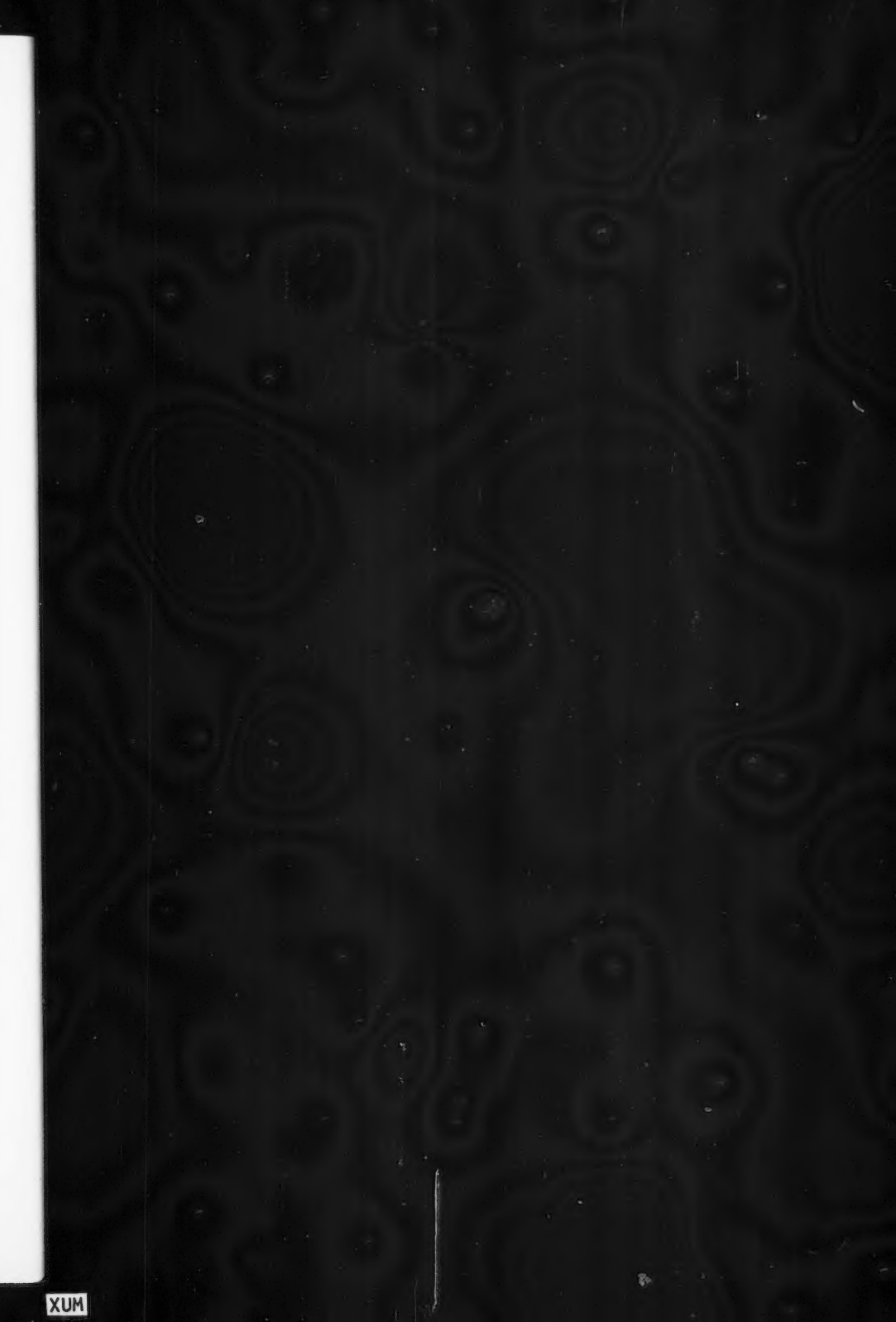
D15. *Management Attitude and the Marketing Concept* S-191
ARTHUR P. FELTON

E. The Marketing Research/Marketing Planning Function — Acceptance by Marketing Management

D16. *Defense/Space Management Looks at Marketing* S-203
L. D. RICHARDSON

XUM

D17. *Marketing Planning—Accomplishments and Possibilities* S-212
PETER E. SKERRETT

D18. *Field Offices—The Front Line of Market Research* S-218
THOMAS H. MULLEN

Author Index — Defense/Space Supplement S-224